BROADBAND KY
BROADBAND FOR A BRIGHTER TOMORROW

Derek Murphy        **Project Area Scope of Work**        *Updated: 091712*

**Name of Region:**  Central        **Name of Project Area:**  Regional Teleworking Opportunities

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| **Planning and Outreach Priorities** | Broadband planning and outreach priorities for this Project Area:<br>1. **Digital literacy growth→ creation of qualified digital workforce**<br>2. **Availability and Reliability, focusing on rural areas** |
| **Project Area Boundaries** | Boundaries for this Project Area:<br>• **Lincoln Trail ADD**<br>• **Barren River ADD**<br>• **Lake Cumberland ADD** |
| **Priorities (Sector/Geography)** | Priority sectors and/or geographies for focus in this Project Area:<br>1. **Creation of a qualified workforce for teleworking jobs**<br>2. **Availability and Reliability in rural areas**<br>3. **Focus region wide** |
| **Availability, Adoption, Utilization Gaps** | Broadband availability, adoption, or utilization gaps for focus in this Project Area:<br>• **Digital literacy gaps**<br>• **Reliability and Availability gaps** |
| **Project Area Working Group Membership** | Individuals who have agreed to be members of this Project Area Working Group:<br>1. **Donna Diaz, Lake Cumberland ADD**<br>2. **Darryl McGaha, Lake Cumberland ADD**<br>3. **Rodney Kirtley, Barren River ADD**<br>4. **Wendell Lawrence, Lincoln Trail ADD**<br>5. **Mike Burress, Lincoln Trail ADD**<br>6. **Donna Diaz, Lake Cumberland ADD** |
| **Project Area Working Group Chair** | Individual who has agreed to chair this Project Area Working Group:<br>**Darryl McGaha** |
| **Next Steps** | Next steps and timeframes guiding the work in this Project Area:<br>1. **Teleconference call in 2-4 weeks**<br>2. **ADD to confirm rep on committee**<br>3. **ADDs to validate** |

**\*\* If additional space is required, please attach additional pages to this template. \*\***

*Approved:* May 31, 2012 - KY Broadband Central Planning Session _____*no signature*_____

Working Group Chair

# Project Area Focus

➢ The three ADDS, with priority to rural areas
➢ Focus: Telecommuting opportunities, barriers, and strategies.

# Project Area Profile: (Baker/SNG Team responsibility)

Special attention will be provided to the following areas:

   a) Identify patterns of telecommuting in Kentucky and more specifically in the project area.
   b) Identify main barriers to telecommuting, as well as preferred means of acquiring Internet skills.

# Identify, contact and recruit stakeholders for Initial Planning Session

### Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

### Types of Stakeholders to be Recruited

   A. SME Internet utilization in rural areas
   - Post-secondary education agencies, both private and public
   - Kentucky Teleworks Program representatives
   - Local WIA Directors statewide
   - Other government, nonprofit, or for-profit agencies supporting telework efforts
   - Chambers of Commerce and Business-related groups (Rotary)

## Logistics

   a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
   b) Identify how invitations will be sent out, including follow-up and registration process.
   c) Other logistics: refreshments, audio-visual aids, etc.

# Purpose of *Initial Planning Area (IPA) Workshop*

   a) General awareness and education around broadband adoption and utilization
   b) Presentation of Project Area Profile
   c) Discussion and issue identification within the focus area: telecommunications (both "near-shoring[1]" and within local businesses and their existing employees).
   d) Priority setting
   e) Identification of general strategies for dealing with priority issues

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[1] Offshoring involves shifting work to a foreign, distant organization in order to reduce production costs. Offshoring is subject to several different constraints, however, such as time lag between the parties, differences in local employment laws and practices, and oversight. A Western European IT company, say, might outsource software writing to a company in India, which specializes in such work, to take advantage of low cost, and skilled labor with a common language, but the distance between the two means reduced face contact, therefore less control of the project, and greater vulnerability to such as Intellectual Property theft and Fraud. In contrast, Near-shoring means that the business has shifted work to a lower cost organization, but within its own region.